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PRINTERS' INK.

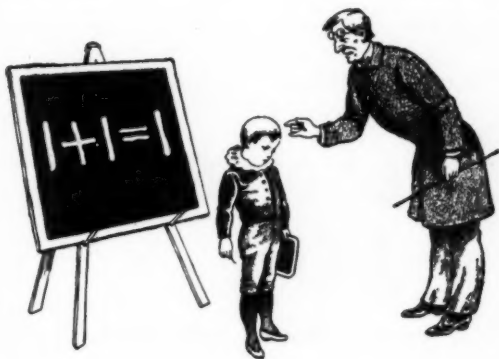
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. VI.

NEW YORK, MARCH 2, 1892.

No. 9.



Problem:

Any one who will obtain a new subscriber for PRINTERS' INK at \$1.00 a year, and will send in the name of his new subscriber (together with the money), may receive PRINTERS' INK for a year, free, in payment for his service.

Explanation:

You get a subscriber. He pays the dollar. You send it on. He gets the paper he pays for. You get your paper for nothing. Do you see the point?

Address

PRINTERS' INK,
NEW YORK,

and enclose the dollar.

Half a Cent A Line

A paper is our price for transient advertising; Seven Dollars for the entire 1400 papers of the Atlantic Coast Lists.

Quarter of a Cent A Line

A paper can be obtained by Advertisers using 1,000 lines during the year; \$3,500 for the 1,000 lines in the 1400 papers.

One-sixth of the reading population of the United States reached weekly.

If electrotpe is used, but one is needed. Advertisement can be changed each insertion.

Files of all the papers to be seen at our office.
Catalogue and full information upon application.

ATLANTIC COAST LISTS,

134 Leonard St., New York,

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VI.

NEW YORK, MARCH 2, 1892.

No. 9.

THE STARTING POINT OF AN ADVERTISEMENT.

By John Irving Romer.

The first line of an advertisement is the advertiser's natural opportunity. Long usage by the newspaper and magazine writer has accustomed the public to look to the heading of an article for a summary, or, at least, an indication of the subject treated of. A good title often sells a poor book, and a clever series of headings will give a dull paper a newsy and readable appearance. So generally is this recognized that in many newspaper offices the reporters never prepare their own headings, but the work is assigned to a man of special ability in this direction.

To have the first sentence or the heading of an advertisement tell as much of the story as possible should be a chief consideration with the writer. A current announcement of James McCreery & Co. illustrates the point. It bears this simple and unmistakable caption :

SELECT SUMMER DRESSES NOW.

The advertiser has come straight to the point. He has "put his best foot forward." No one can pass that advertisement with an imperfect idea of its contents. For an advertisement of a patent medicine of the character of Scott's Emulsion, what a strong, business-like starting-point is this :

BEFORE CONSUMPTION.

It presents a warning and suggests a remedy, all in two words. The reader naturally looks to the body of the advertisement for a fuller exposition of the idea.

A good starting-point for an advertisement is sometimes a happy thought—more often it is the result of a care-

ful turning over of the subject in one's mind until it has simmered down to three or four words, constituting a vigorous expression of the central idea. To write clearly one must think clearly, and the best advertisements are the outgrowth of a thorough comprehension of the thing advertised.

The interrogation is a familiar method of beginning an advertisement. Have you used this, or do you wear that, are its most hackneyed forms.

HAVE YOU A GARDEN ?

For a seedsman, the above is an appropriate and suggestive heading. It is so used by Wm. Henry Maule, of Philadelphia. The following heading of an advertisement of Armour's Beef Extract is also in the interrogative form but has more point :

TOO MUCH TROUBLE
TO PREPARE SOUP ?

In the construction of an advertisement the introductory comment is a mistake. Much is lost in any kind of written composition (except in "writing against space") by indirection—the sooner to the point the better. Try not to discourage the reader with a prosy beginning. If elaboration is necessary, at least postpone it until the reader's interest has been firmly fixed. A stove manufacturer might be able to talk very entertainingly about life in the Arctic regions and so lead up to an advertisement of his wares, but he would be lessening his chances of selling stoves. A Boston firm of stationers devoted a third of the space in one of its advertisements to displaying these words :

IS IT NOT BETTER.

This is meaningless. Of course, the object is to induce people to read the

entire advertisement so as to find out what the advertiser is talking about. But life is too short for that sort of thing. How much better was the heading used by this same firm some time ago :

OUT OF PAPER ?

This at once secures the attention of any one likely to buy stationery by mail. It is important also to have the caption as brief as is consistent with a clearly conveyed meaning. Below are advertisement headings of two architects, appearing side by side and of similar import :

BUILDING A HOUSE ?

WHAT ARE YOU GOING TO DO
THIS SPRING ?
BUILD ?

Of course, the shorter is the better of the two. Another point is that the brief heading makes stronger display possible in the same amount of space.

Don't be afraid of a homely phrase. Simplicity blends naturally with strength.

ONE WHOLE DAY SAVED.

A good hit was scored by the Chicago, Rock Island & Pacific Railroad in an advertisement headed as above. The phrase applied to the trip between Denver and Chicago. A less skillful advertiser would have begun with an involved statement like this : "The Chicago, Rock Island & Pacific Railroad is the fastest, most luxurious and, at the same time, safest road to travel over between Denver and Chicago," etc., which would have been utterly commonplace and uninteresting. Another of even less discrimination might have begun with a dissertation on the importance of close connections and quick time to travelers.

The old form of heading for an advertisement was either the name of the advertiser or of the thing advertised. This has been used by too many successful advertisers to be made the subject of serious criticism. Yet the

writer believes that the suggestive style of headings quoted in this article is more in the line of the present progressive tendency of advertising.

A good starting-point is a good thing, and a pithy descriptive title, slightly displayed, is to be preferred—when the character of the advertisement permits it—to the blind or uncertain beginning.

ACCUMULATIVE EFFECTS OF ADVERTISING.

By H. L. Kramer.

An advertisement must possess the power to bring out conditions that will make the effects accumulative. If not, legitimate advertising will not pay. Accumulative effects mean everything to the would-be successful advertiser, and if the advertisement is used in favor of an article of merit, it will from time to time develop accumulative returns that in the end will make the advertisement profitable, although the immediate returns through the mails, or counter purchases, show loss.

When a man talking advertising drops the smooth theories so easily rolled off the slick solicitor's tongue and talks results from a certain amount invested, then the talk counts and becomes interesting. I put a full page advertisement in the January 13th issue of PRINTERS' INK. It cost \$150, and against the price of the advertisement I figured to cover the following points :

(a) Individuality for the advertisement, expecting to have the only proprietary medicine advertisement occupying a full page in that issue, and by using space for advertising an article entirely foreign to the purpose of the journal, I expected to attract more attention and comment on the part of the readers of PRINTERS' INK than is ordinarily given to a full-page advertisement.

(b) To reach *all* the druggists in the United States, as the publishers proposed to send a sample copy of PRINTERS' INK, this issue, to each druggist in the United States.

(c) To make a special advertising proposition to newspaper publishers.

(d) The general effects of the advertisement upon the readers of PRINTERS' INK.

The results of the insertion of the single-page advertisement in PRINTERS' INK reached my desk in the shape

of fifty letters in answer to the advertisement before I had received a copy of the paper containing the advertisement, and within the next week I received over three hundred acceptances from newspaper publishers alone who promptly accepted the proposition as set out in the advertisement. I feel quite certain that by the time

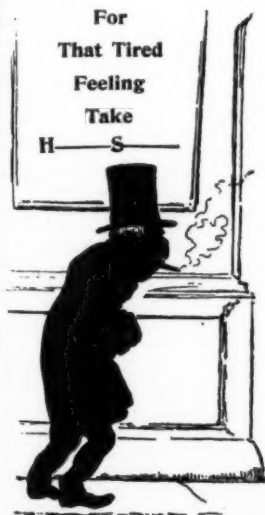
the advertisement has quit pulling, this number will be more than doubled.

The effects of the advertisement upon the drug trade, which I expected to be developed through sending sample copies to each druggist, has been good and within the first five days I received ten direct orders. Druggists act slowly, and the acceptance of this

**Suggestions
in
Silhouette for
Advertising
Catch-lines.**



**KEEP
THE
BALL
ROLLING.**



**For
That Tired
Feeling
Take
H—S**



LEND US YOUR EARS.

proposition by them means a straight investment of \$6; and again, PRINTERS' INK, so attractive and eagerly looked for by its regular readers, is a new thing to the druggist, so he lays it aside to read at leisure. The effects of this advertisement upon the druggists will be greater the third week than the first week after issue.

The general effects of the advertisement upon PRINTERS' INK readers is good, and many letters are received asking for testimonials and full particulars. The advertisement is peculiarly satisfactory by reason of its large prospective accumulative effects.

While talking about the accumulative effects of advertising, I cannot help but bring out additional proofs to show if advertising is used in favor of an article of merit for which there exists an opportunity of filling a long-felt want, it will surely pay to put down your money and wait for the returns to come in. Here is a case in point: A year ago a letter came from Kirkland & Trowbridge, druggists at Oakland, California, ordering one-quarter dozen boxes of Notobac by mail "for a customer." Soon after, another order came for a dozen, and in a short time a telegram for three dozen, and within a year this firm has purchased over five thousand boxes. Tracing the cause of the original inquiry on the part of the first customer, it is shown that the advertisement was read by him in a Chicago paper. He asked his druggist for it. The druggist did not have it, but would order. They did so; used it; proved satisfactory. The druggist became interested. The reputation grew from time to time. Sales increased. The druggist pushed it and big trade resulted.

The office records, so far as the direct results of money enclosing orders and inquiries originating from this advertisement direct to the office, show that the advertisement did not pay; but when you give this advertisement credit for its accumulative effects, started through the insertion of the advertisement first in a Chicago paper, it is shown beyond a doubt that this particular advertisement paid handsomely, for the profits alone upon the transactions of this one firm within a year's time exceeded one hundred times the cost of the original advertisement.

These results are applicable to the retail advertiser. The man who spends ten dollars per week for advertising in

his local paper will invariably fail to trace direct returns over his counter that show profit on the investment. But the effects of the advertisement can be made profitable by reason of its accumulative powers, from the first introduction of the customer whose only purchase may be for a single spool of thread in answer to the efforts of the conscientious advertiser, who makes his statement in an honest way and has the brains to take care of his customers after they are once brought to his store. It offers him the means of making such an impression that it will lead up to frequent investments on the part of his new customer.

I call this the accumulative effects of the advertisement, for there is no advertising that a man can do that will furnish the advertiser with brains to run his business, but advertising will always furnish him with material to use his brains on.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, Feb. 10, 1892.

It is one of John Bull's established and most dearly treasured dogmas that art and advertising are mutually incompatible. Recently the *Daily Graphic* asked plaintively: "Why does not some one deliver a lecture on Art and Advertisement?" Every one but the *Graphic* must have read or heard of the lectures on this precise subject which Mr. Heywood Sumner delivered a year or more ago. Mr. Sumner (who advertises himself by exhibiting every year a copious selection of his own beautiful designs at the Art and Craft Exhibition) is, after William Morris and Walter Crane, perhaps, the most able of English design artists. And he is of opinion that art in advertising is an impossibility. His opinion is shared by most artists, who point to the deterioration of Sir John Millais' work since he took to designing Christmas Number Chromos, and pictures like "Buffles," which Mr. Barratt reproduced for Pears. They contend that advertisements, to be effective, must, from the artistic standpoint, be necessarily vulgar. Professor Herkomer knocked the bottom out of the idea—I should have thought for good and all—almost before the echoes of Mr. Sumner's lecture had died away, by designing the beautiful poster—not in

color—of which a very small reproduction is attached, for the then new

German exhibition was advertised by a poster in many colors, of great artistic excellence, last year), and that plain black and white might, with advantage (economical and artistic), be made more extensive use of.

* * * * *

The army of this kingdom is badly in want of recruits, and the military organs are full of complaints on the slowness with which recruiting is done. There is not the least doubt that a very small expenditure in newspaper advertising—pointing out the advantages of the service, which are really very great—would have an enormous effect. A telling notice in the "Situations Vacant" column of the great dailies, varied constantly to secure attention, would be considered by the very class aimed at. Yet the Government will none of it!

* * * * *

The accompanying is a miniature reproduction of about the best new block which has appeared during January—Venus Soap:



weekly, *Black and White*. As a work of art it is—well it is a Herkomer, and worthy of that eccentric but wonderful artist. As a poster, I cannot very well imagine how any one could improve upon it. As a commercial article it certainly helped largely to secure for *Black and White* the good reception which that periodical obtained and is improving upon by its own merits.

* * * * *

Mr. M. H. Spelmann, editor of the *Magazine of Art*, observes that "it must be owned that the character of our 'street galleries' is improving by leaps and bounds, not only in the character of the designs, but also in the excellence of the method of their reproduction. This is a point," he adds, "which is nearly always overlooked. It is a pity it should be so, for many a good design is condemned on account of the utter badness of its color-engraving, while its merits are overlooked. I believe that further improvement would take place if artists would assist by advice, instead of sitting down and condemning wholesale; if they would help with their pencils instead of uttering sweeping anathemas and preaching the hopelessness of any *reapprochement* between art and commerce." This is true and sage. What is true also, probably, is that color is used far too much on this kind of work (though the



* * * * *

Dr. Robertson Nicoll's new literary monthly, *The Bookman* (which takes its title from a saying of the late Mr. Lowell), treats its advertisements as part of the text, and the editor thus defends the practice in his fifth (February) issue:

In *The Bookman* we page advertisements with the letter-press. Much is lost when literary journals are bound up without their

advertisements. We are even inclined to think that magazine volumes, at least the copies preserved in great libraries, should contain the covers and advertisements, carefully preserved and bound at the end.

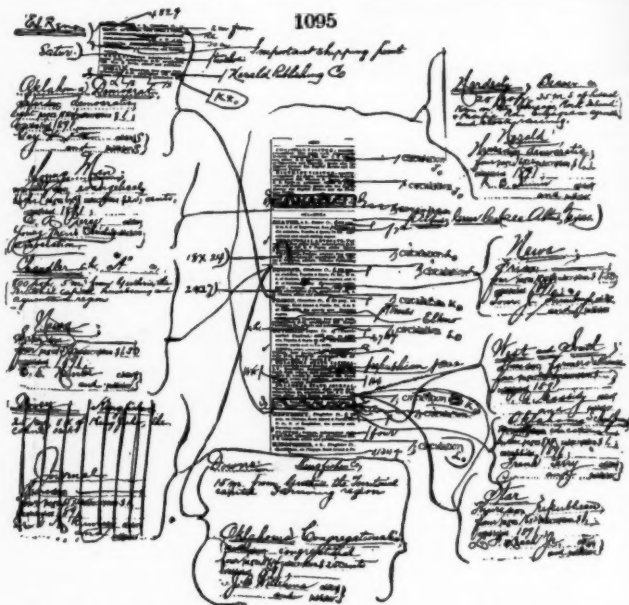
The more the inset question is studied the more one becomes conscious that this is not a good advertising method. The mass of insets constitutes a serious grievance with readers, and periodicals should, in their own interest, refuse this source of income. To the circulation liar, with rudiments of a conscience, the disposal of surplus leaflets must be something of an embarrassment. This is an amusing reflection. One wonders where the unused insets go to ! From the reader's standpoint an inset of Pears' Soap, which is in some of the February magazines, is perhaps excusable. It consists of four book-marks.

easily detachable at the points of contact, and very expensively chromolithographed in brilliant colors. The hand on each marker is so punched out as to hold a page if slipped over it. The inset is handsome, but if I had had the money to spend I should have found it hard to convince myself that it would not have done more good if laid out in newspaper space direct. It seems to me that on the inset system you pay for the work twice over—once to the printer and once to the periodical.

RANKS NEXT TO OBITUARY POETRY.

From the New York Sun.

Under the death notices in the Melbourne newspapers are funeral notices, inserted by the undertakers, respectfully inviting friends to follow the body to the place of interment. The undertakers add their business addresses and telephone numbers.



THE body of the American Newspaper Directory for 1892 is already printed, but advertisements can be received for one week more. Orders should be addressed to the publishers, Geo. P. Rowell & Co., New York. Herewith is shown a fac-simile of a

page of manuscript copy prepared for the printers' use in making the annual revision. It shows the necessity for bringing out a new book as often as once a year. The new Directory will be ready for mailing to subscribers on the first day of April.

HOW TO WORD AN ADVERTISE-
MENT.

A man was denouncing newspaper advertising to a crowd of listeners.

"Last week," said he, "I had an umbrella stolen from the vestibule of the church. It was a gift, and valuing it very highly I spent double its worth in advertising, but I have not recovered it."

"How did you word the advertisement?" asked a merchant.

"Here it is," said the man, producing a slip cut from a newspaper.

The merchant took it and read:

"Lost, from the vestibule of the — church, last Sunday evening, a black umbrella. The gentleman who took it will be handsomely rewarded by leaving it at No. — High street."

"Now," said the merchant, "I am a liberal advertiser and have always found it paid me well. A great deal depends upon the manner in which the advertisement is put. Let us try your umbrella again, and if you do not acknowledge that advertising pays I will purchase you a new one."

The merchant took a slip of paper from his pocket and wrote:

"If the man who was seen to take the umbrella from the vestibule of the — church last Sunday does not wish to get into trouble and have a stain cast upon the Christian character which he values so highly, he will return it at once to No. — High street."

This duly appeared in the paper, and the following morning the man was astonished when he opened the front door of his residence. On the porch lay at least a dozen umbrellas of all shades and sizes that had been thrown in, while the front yard was literally paved with the umbrellas. Many of them had notes attached to them saying that they had been taken by mistake, and begging the loser to keep the little affair quiet.—*Parkburg (Pa.) Times*.

THEATRICAL SCHEMES FOR FREE
ADVERTISING.

A manager suggested to us the other day that he was going to carry his advertising schemes into his performance. His plan was to have an apparent quarrel with his company. They would address the audience during the performance. Then the manager would come out and tell his story. The

newspapers would contain accounts of it, of course, and the people would flock to see the row.

But people will not flock to see the row; that is where the mistake in the scheme is, and for that, if for no other reason, we advised strongly against it. It has been proved, time and time again, that the public avoid anything of this sort. Even with the organized rows which accompanied the wretched performances of the late Count Johannes, the interest soon died out, and respectable people stayed away. When Aimee introduced a man in a private box in Boston to kick up a fuss during her performance, the audience hissed the star and the play. The press animadverted upon Aimee very strongly, and she never did very well in Boston afterwards. The fact of the matter is that when the public pay a certain sum of money to see a certain performance, they want it and nothing else. It has sometimes happened that managers have substituted a much better performance than the one advertised. This did not prevent the majority from insisting upon getting their money back. So, too, they will stand any sort of advertising dodge outside the theatre. It may even attract them to it. But once they cross the threshold of the auditorium they want nothing but that which they paid to see. If you humbug them then you touch their pockets. The majority of people will stand anything but that.

It is a good thing to be a manager with sufficient originality to induce people to go to a theatre. But when once the curtain is up his functions cease. It then behooves the company to show that they can do all he promised that they should. From that time on any managerial interference becomes an impertinence.—*Dramatic Times*.

THE wise dealer, when he is tempted to practice the policy of substitution, will instead drop the article he wants to substitute and handle the one which is inquired after. The degree of profit is no factor if you cannot make a sale, or if you injure yourself when you make it. Better, far, is it to handle what is salable and makes satisfied customers, than to attempt to sell an undesirable article even at a large profit. What does the profit amount to if you don't sell?—*The Bartholomew Company*.

A HIGHLY HYPOTHETICAL HYPOTHESIS.

The letter from a New Hampshire Agriculturist to the Postmaster-General, published in full in last week's issue, sets forth the case of PRINTERS' INK. Mr. Wanamaker pronounces the case a hypothetical one, but the publishers of PRINTERS' INK find themselves confronted with "a condition and not a theory," when the New York Postmaster demands a certified check for \$350 instead of \$40, which is the correct amount, before he will receive and mail the weekly issue of fifty-five thousand copies. While the Department refuses to answer what are supposed to be "hypothetical" questions, is it wise to obstruct business enterprises by continuing to act upon information, the falsity of which it has for several weeks been possessed of and proof of which it does not question?



Office of the Postmaster General
Washington D C

February 13. 1892.

Mr O Presbury Ruwell

Lancaster New Hampshire

Sir.-

Your letter of the 9th instant proposing a number of inquiries regarding the probable action of the Post Office Department in connection with a weekly journal to be devoted to the interests of butter and cheese making which you say you have an idea of establishing has been received In reply, I beg leave to say that it is the rule of this Department — indeed, I believe it is the policy, as well, of all the other Departments of the government — to decline giving specific answers to merely hypothetical questions Upon reflection, I think you will see the reasonableness, if not the necessity, of this rule

I need only say, in addition that when your journal is started, and a formal application for its entry into the mails as second class matter is made, accompanied with a copy of the publication, the Department will give the case prompt consideration

Yours very respectfully, &c..

Postmaster General.

NEWSPAPER COMMENT.

PRINTERS' INK acknowledges the receipt of copies of the following papers containing notices of our controversy with the Post-Office Department. If any other publications have noticed this subject editorially they will confer a favor by forwarding a marked copy, under letter postage, so as to make sure of its reaching the proper person.

New York Times.
New York Recorder.
New York Evening Post.
New York Commercial Advertiser.
Toledo (O.) Blade.
Milwaukee Evening Wisconsin.
Scranton (Pa.) Truth.
Doylestown (Pa.) Intelligencer.
McPherson (Kan.) Republican.
Waterbury (Conn.) Republican.
Oakland (Cal.) Signs of the Times.
Eureka (Kan.) Messenger.
Homestead (Pa.) Local News.
Far Rockaway (N. Y.) Journal.
London (O.) Nickel Plate.
Nashua (Ia.) Times.
Port Townsend (Wash.) Leader.
Rockville (Conn.) Evening Journal.
Clyde (Kan.) Argus.
N. Y. City Journalist.
Mayville (N. Y.) Sentinel.
Weedport (N. Y.) Cayuga Chief.
Boulder (Col.) Herald.
Three Oaks (Mich.) Review.
San Jose (Cal.) Pacific Druggist.
Cairo (Ill.) Citizen.
Baltimore (Md.) Prohibition Advocate.
Evansville (Ind.) Courier.
Carbondale (Pa.) Leader.
Burlington (Ia.) Saturday Evening Post.
Hartford (Conn.) Times.
New Brighton (Minn.) Live Stock Reporter.
Kingston (N. Y.) Freeman.
Aransas Harbor (Tex.) Herald.
Olathe (Kan.) Mirror.
Wilkes-Barre (Pa.) Record.
Caney (Kan.) Times.
Seattle (Wash.) Press Times.
New York Transcript.
New York Sunday Mercury.
Gloucester (Mass.) Cape Ann Breeze.
McKeesport (Pa.) News.
Butler (Ind.) Review.
Port Arthur (Ont.) Sentinel.
St. Louis (Mo.) Interstate Grocer.
Gunnison (Col.) Tribune.
Columbus (O.) State Journal.
Glen Gardner (N. J.) Avalanche.
Bolivar (Mo.) Herald.
Denver (Col.) News.
New York American Hebrew.
Springfield (O.) Republic-Times.
Portland (Ore.) Pacific Drug Review.
Gorham (N. H.) Mountaineer.
Bayonne City (N. J.) Times.
Hailey (Idaho) Times.
Great Bend (Kan.) Tribune.
Shendun (Va.) News.
Albion (N. Y.) News.
Chicago (Ill.) Middleman.
Watertown (N. Y.) Times.
Milwaukee (Wis.) Yenowine's News.
Atlanta (Ga.) National.
Topeka (Kan.) Capital.
Ottawa (Ill.) Journal.
Pomona (Kan.) Enterprise.

St. Louis (Mo.) American Journal of Education.
Lincoln (Ill.) News.
Long Island City (N. Y.) Star.
St. Louis (Mo.) Chronicle.
Cleveland (O.) Station Agent.
Jersey City (N. J.) Journal.
Altoona (Pa.) Mirror.
Houndsville (W. Va.) Echo.
Sioux City (Ia.) Tribune.
Camden (N. J.) Post.
Utica (N. Y.) Press.
La Cygne (Kan.) Journal.
Dalton (Ga.) Citizen.
Frederick (Md.) News.
Akron (O.) Sunday Republican.
Cincinnati (O.) Merchant Sentinel.
Jamestown (N. Y.) Journal.
Altoona (Pa.) Tribune.
Baltimore (Md.) Herald.
Buffalo (N. Y.) Tidings.
New York Dramatic Mirror.
Oneida (N. Y.) Union.
Houston (Tex.) Post.
Buchanan (Mich.) Record.
New York Business.
Camden (N. J.) Courier.
Riceville (Ia.) Recorder.
Waterbury (Conn.) American.
New York Sanitary Era.
Williamsport (Pa.) Grit.
Philadelphia (Pa.) News.
Cheyenne (Wyo.) Leader.
Azusa (Cal.) News.
Philadelphia (Pa.) Homoeopathic Physician.
Spangle (Wash.) Record.
Johnstown (Pa.) Tribune.
Massillon (O.) Evening Independent.
Montgomery (Ala.) Journal.
Colorado Springs (Col.) Advocate.
Meriden (Conn.) Journal.
Peabody (Mass.) Reporter.
Brockton (Mass.) Enterprise.
Easton (Pa.) Express.
Lincoln (Neb.) Sun.
Flushing (N. Y.) Evening Journal.
Austin (Tex.) Statesman.
Plainfield (N. J.) Evening News.
Reading (Pa.) World.
Woburn (Mass.) Press.
Fernandina (Fla.) Mirror.
Rome (Ga.) Tribune.
Manhattan (Kan.) Homestead.
Brooklyn (N. Y.) Standard-Union.
Paterson (N. J.) Call.
Batavia (N. Y.) News.
Fall River (Mass.) Herald.
Rock Island (Ill.) Argus.
Hudson (N. Y.) Republican.
Barnesville (O.) Republican.
Greensburg (Ind.) Standard.
Northampton (Mass.) Journal.
Philadelphia (Pa.) Grocer.
Middlesborough (Ky.) News.
Vinita (I. T.) Chieftain.
St. Charles (Mo.) Banner.
New York I. O. O. F. Lodge Record.
Marlboro (Mass.) Republican.
New York American Advertiser-Reporter.
Chicago (Ill.) Christian Life.
St. Louis (Mo.) Chronicle.
Topeka (Kan.) Democrat.
Walton (Kan.) Reporter.
Worcester (Mass.) Spy.
New York Straws.

"I can most heartily commend PRINTERS' INK for its useful articles on advertising; it is so full of interest to me, even as a minister I am seldom so hard pressed but I do more than break the wrapper and never count reading it wasted time."—*Rev. J. F. Avery, Minister's Temple, Henry St., New York.*

Correspondence.

A DUTY TO THE PEOPLE.

POTTER & POTTER, Pubs., }
86 and 92 Federal St., }
BOSTON, Mass., Feb. 6, 1892. }

Editor of PRINTERS' INK:

I have been much interested in reading your controversy with the United States Post-Office regarding the mailing of trade papers at second-class rates. There certainly is great obscurity in the wording of the postal laws on this subject, and necessarily the result has been great inconsistency in the various rulings upon the subject from time to time. An energetic publisher who builds up a paper of general circulation is compelled to circulate it through the United States mails. He wishes above all things to conform strictly to the letter of the postal laws regulating the mailing of his publication, as otherwise he is liable to be put to unexpected expense, which may prove fatal to the success of his business. It is a fact, though, that however anxious such publisher may be to observe all the requirements of the postal law the chances are great that, owing to its many obscurities and inconsistencies, he will sooner or later clash with the officials whose duty it is to administer the law.

The United States Government, and the Post-Office Department in particular, in my opinion, owe it as a duty to itself and the people to revise the postal regulations covering the mailing of newspapers at the very earliest possible moment. It should, of course, not be forgotten that the original object aimed at in establishing the pound rate of postage for newspapers is a good one, viz.: The recognition by the Government of the wisdom of a policy of liberality to the legitimate newspaper, practically applied by transporting it from the office of publication to its subscribers at a low rate of postage. The far-sighted advocates of this policy argued that any agency that would assist in elevating the general intelligence of the people of the country, by disseminating valuable knowledge broadcast, was worthy of the assistance of the General Government. It is this recognition of the newspaper as a great educational agency in our system of government, and the consequent liberal policy toward legitimate newspapers, that has been pursued by the Government for at least a generation past that has made it possible for such publications as the *Youth's Companion* and the *Yankee Blade*, of Boston, and the *Ladies' Home Journal*, of Philadelphia, our leading magazines and many other publications that might be mentioned, to build up large circulations, which, while they have usually enriched the publisher, have also at the same time been valuable instruments in elevating the general intelligence of their readers in all parts of the country.

But this very liberality on the part of the Government has been seized upon by many unscrupulous publishers to issue only advertising sheets, which could in no wise be classed as legitimate newspapers, and which, purely on their own literary merits, could never build up or sustain a legitimate subscription list. The present involved and often inconsistent mass of rulings upon the matter of second-class postage has been the outgrowth of the attempt and very laudable desire on the part of the Post-Office Department to prevent the Government being unjustly taxed for the transmission at second-class rates of publications that are not legitimate newspapers, and which are really often only adver-

tising circulars put into the form of a newspaper and issued regularly on certain dates for the sake of obtaining the privilege of a cheap method of distribution at the hands of the Post-Office Department. Such should properly be classed as circulars and mailed at the rate of one cent for two ounces, like any other printed matter not properly a newspaper.

PRINTERS' INK, however, cannot for an instant, in my opinion, be considered in the light of a purely advertising publication. This would be true even if it had not a single paid subscriber on its list, for it has unquestionably been a greater educating agency in its particular field than has ever before existed. I am not aware that the formal payment of a subscription to a publication can add anything to the educating influence that such a publication ought to possess on its own intrinsic literary merits. Oftentimes the man who needs educating the most is the man who is least likely to be willing to pay for the education. The individual who pays the highest church tax for the support of his minister is not necessarily the individual who needs to be preached to the strongest.

If I am right in my statement that the original object aimed at in establishing a pound rate of postage for newspapers was a practical recognition of their merits as educational agencies, any attempt of the Post-Office authorities to insist upon paid subscriptions as the *sine qua non* for the admission of a publication into the mails at second-class rates is all wrong. The question of admitting a publication to the mails at second-class rates must often be a difficult one for the officers of the Post-Office Department to decide, even to their own satisfaction. For this reason, if for no other, there should be an early revision of the existing regulations, and the exact rights of the publisher as carefully defined by law as possible. Yours truly,

ISAAC J. POTTER.

CENT A POUND FOR JUNK.

NEW ENGLAND RAILWAY PUBLISHING }
COMPANY, }
BOSTON, Mass., Feb. 15, 1892. }

Editor of PRINTERS' INK:

I have your postal of the 23d ult. asking if we are aware of the "cloudiness and confusion of ideas that exist on the part of Post-Office officials concerning newspaper postage."

Alas, we are, and you have our warmest sympathy in the recent outrage perpetrated upon PRINTERS' INK—a valued exchange.

When one stops to think of the countless thousands of tons of advertising schemes, rubbish and junk, that are enjoying privileges which are denied to publishers of legitimate publications entitled to second-class rates, the poor publisher may well add to his daily prayer, "From politicians and postmasters good Lord deliver us."

Congratulating you upon your ultimate victory, I am, very truly,

N. E. WEEKS, Manager.

A GROCERY SALESMAN.

CHICAGO, Feb. 14, 1892.

Messrs. Geo. F. Rowell & Co.:

While I cannot be classified among either four distinctions on your circular letter of recent date, I cheerfully sign same, as I consider PRINTERS' INK a useful publication for any person to read, regardless of what business one may be engaged in.

I am only a salesman in the wholesale

grocery business, yet I anxiously look for it regularly each week and don't miss a word printed on its pages—reading matter, advertisements, etc.

I have obtained many original and bright ideas from it which have assisted in a business way a number of deals.

You can count on me for a constant subscriber during its and my existence.

Very truly yours,

ED. J. MURPHY.

A PAID-UP SUBSCRIBER.

TENNESSEE TIMES,
 H. V. B. SMITH, Editor,
 CROSSVILLE, TENN., Feb. 3, 1892.

PRINTERS' INK, one of the most valuable and widely read of the class publications, has been deprived of its certificate of entry as second-class mail matter on the ground, as alleged by the Department, that it has not the legitimate subscription required by law. Last year this paper agreed to furnish its advertisers paid-up subscriptions to the amount of one-half of their advertising bill, and in this manner working up quite a large and, as we would say, legitimate list. The Department say this is not in fact a paid subscription list, yet they admit that the publishers would be permitted to give each subscriber advertising space in the paper. This is merely "six of one to a half-dozen of the other." A little less attention to the trade and class papers, which are the life of the country, would be policy for the insignificant but over-officious Post-Office clerks at Washington who take it upon themselves to decide these questions.

THE COUNTRY EDITOR MUST SELL HIS JOB PRESS!

PORTLAND, ME., Feb. 12, 1892.

* * * It seems to me that should the Department decide against you, such decision would render hazardous the custom that country printers and publishers have of announcing the fact in their columns that they are job printers and are prepared to do all kinds of job printing.

I wonder if the law officer of the Department is aware of the fact that, deprived of the revenue from its job department, a country newspaper—one that is set and entirely made up at home—would sooner or later cease to pay expenses. Respectfully,

GEO. H. PIERCE,
 Advertising Department.
 GEO. STINSON & CO.

PERMIT us to congratulate you on the manner in which you "did up" A. D. Hazen in the last issue of PRINTERS' INK. It is high time some paper exposed the style he has of dealing with newspapers. It gives the Third Assistant Postmaster a chance to meddle, annoy and injure one's business without any satisfactory reason or chance for redress. It is well that you have taken up the cudgel against this evil, for we now believe that something will be done to obviate it.—*Extract from Letter of Providence, R. I., Sunday Dispatch, Feb. 1, 1892.*

From Frank Harrison's Shorthand Magazine.

PRINTERS' INK and the *New York Sun* are my models, and by religiously reading these two journals I am in hopes in time to become a successful editor, publisher and advertiser.

"THE TYRANNY OF THE ADVERTISER" IN ENGLAND.

From the Speaker.

The claim of an advertising agent on Messrs. Brinsmead for services in connection with the "procuring" of newspaper paragraphs, interviews, and generally "the puff" unadulterated of Messrs. Brinsmead's wares has disclosed the rather alarming ascendancy which the advertiser is gaining over even respectable newspapers. The advertiser to-day is clearly not content with his space in the columns devoted to him, and the fierce competition among newspapers has resulted in his getting very much more. We are afraid that the "new journalism" is, to a certain extent, responsible for this, but its consequences are entirely deplorable. It weakens the conscience of editors, destroys the bona-fides of their views, gives an unpleasant flavor to the interview and disturbs the confidence of the public in the disinterestedness and real independence of the press. If the tyranny of the censor is to be replaced by the tyranny of the advertiser, we have hardly advanced very far on the lines of freedom.

CROSSVILLE, TENN., Feb. 6, 1892.

Editor of PRINTERS' INK:

DEAR SIR—Please do not fail to see that this paper is on your list for 1892 as a "paid-up subscriber." Your publication is read more than any other taken here. We are a small town, but three of my best advertisers take PRINTERS' INK, and their weekly announcements show their appreciation for it.

HENRY V. B. SMITH.

"I get many valuable suggestions and new ideas from PRINTERS' INK every week, which I seek to utilize in my own business, as advertising is an art in itself and just such a special organ as PRINTERS' INK is of almost universal interest. I would not be without it."—*F. W. Harkins, Publisher, Chicago, Ill.*

"For the P. O. Department to interfere with its publication will be a great wrong."—*Wm. M. Baird, M.D., Publisher, New York.*

"I consider PRINTERS' INK as being worth its weight in gold."—*Dr. H. F. Miller, Philadelphia, Pa.*

"Of all the papers I read yours gives me the most and best information that an advertiser wants."—*P. D. Francis, Chicago, Ill.*

"PRINTERS' INK seems to be *sui generis*, and entirely alive."—*Slaver & Abbott Mfg. Co., Chicago, Ill.*

"We read PRINTERS' INK with more interest than any other publication to which we subscribe."—*Robert Scott & Sons, Philadelphia, Pa.*

"We value PRINTERS' INK. It has taught us much that we thought we knew, having spent over a million dollars in advertising, and trying to profit by our experience. It is about the only paper that comes to us that escapes the waste-basket."—*Montgomery Ward & Co., Chicago, Ill.*

"There is unquestionably too little judgment displayed by the 'servants of the people' in regard to this important subject."—*Bael Publishing Co., Boston, Mass.*

"Your trouble with the Post-Office looks to me like too much law and too many—phools to interpret it."—*Editor "The Poultry Monthly," Albany, N. Y.*

THERE ARE LOTS JUST LIKE HIM.

From the Free Press.

This is what Mr. Gall wrote on a postal card one evening, and then went five blocks to drop it into a letter-box, after addressing the card to the editor of the *Daily Bugle*:

"Mr. C. Charles Gall, of the well-known and justly popular firm of Gall & Gritt, leaves to-morrow evening for an extensive Southern trip, accompanied by his estimable wife."

And this is a bit of conversation Mr. Gall had with one of his neighbors who met him in the horse-car the next morning:

"Hello, Gall," said the neighbor, "I see by this morning's *Bugle* that you and Mrs. Gall intend going on a trip South."

"Ha! so the *Bugle* fellows have got hold of that, have they? Hang these newspaper reporters, anyhow! There's no keeping anything from them. I haven't seen a *Bugle* man for a month and haven't spoken about our trip to three persons, and yet those *Bugle* fellows have got hold of it. Hanged if I ain't a mind to send the editor a note, and tell him I wish he'd let me and my private affairs alone after this. It's a little annoying, you know, to have one's name bandied around so common like in the papers. I hate publicity of that sort."

WANTS.

Advertisements under this head 75 cents a line

EDITORIAL POSITION. Address "M. E. S.," P. O. Box 34, Arlington, Mass.

WANTED, Results.—Vick's Magazine's "300,000 guaranteed" gives them. 38 Times Bldg, N.Y.

YOU should get our prices on Embossed Catalog Covers. Designs furnished free. GRIF-FITH, AXTELL & CADY CO., Holyoke, Mass.

CANVASSERS WANTED to secure subscriptions for **PRINTERS' INK**. Liberal terms allowed. Address Publishers of *Printers' Ink*, 10 Spruce St., New York.

WANTED—By a young lady a position in the mail department of a publishing house or in an office to assist bookkeeper. Address "T. G.," No. 6 East 119th St., New York.

EXPERIENCED advertising solicitor wanted in New York City and vicinity on old-established and well-known publications of large circulation. For particulars address "H. M. J.," Box 773, New York.

BRIGHT MAN. RARE CHANCE. Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00. Salary, \$1,800.00 per year to start. Only hustler need apply. Box 55, *Printers' Ink*.

I want a practical newspaper man and printer as a partner in the Brownwood *BANNER* news and job office; \$7,500 business, splendid steam outfit, using Hoe Stop Cylinder and three jobbers. References exchanged. Address J. L. HARRIS, Brownwood, Texas.

WANTED—Publishers of newspapers to answer the question: "Why should we pay 35 to 45 cents per M for our composition, when we could get it at from 15 to 30c. by using the Thorne Type Setting Machine?" **THORNE TYPE SETTING MACHINE CO.**, 175 Monroe St., Chicago.

WANTED—A young man to work into a responsible position in advertising department of a large and progressive manufacturing concern. Education and energy essential. Some experience desirable. Address, with particulars and references, "Manufacturer," *Printers' Ink*.

EVERY ISSUE of *PRINTERS' INK* is carefully read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-five words can be inserted for three dollars. As a rule one insertion can be relied upon to do the business.

GAZETTE ADVERTISING RECORD. Perfect. Complete terms of every contract in a single line. Records expirations. Only \$1. Circulars and testimonials. **GAZETTE**, Bedford, Pa.

FOR SALE.

Advertisements under this head 75 cents a line

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

4 Lines \$1. 1 in. \$3.50. 1 col. \$46.55. 1 page \$156.80. 50,000 proven. Woman's Work, Athens, Ga.

FOR SALE—Advertising. "No Proof, No Pay." 300,000 monthly. Vick's Magazine, N. Y.

NEWSPAPER and Job Office in Minnesota. Price \$3,500. "Minnesota," care *Printers' Ink*.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

DAILY, two hours from New York, established, unusual field, for sale, whole or controlling interest. Address "A. B.," care S. L. Fisler, Easton, Pa.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENTS' HERALD, Phila., Pa.

DAILY PAPER—Plant and building (without ground, leased) for sale. Owner too poor to conduct it right. \$4,000 cash will buy. Everything in order; steam power, etc. **EVENING NEWS**, Asbury Park, N. J.

FOR SALE—Bullock Printing Press, in perfect running order; but very little used. Capacity from 8 to 10,000 per hour. At very low price and reasonable terms. Address ARTHUR VON SENDEN, P. O. Box 182, Pittsburg, Pa.

\$3,500 CASH or \$2,000 cash, \$1,800 time, takes good, paying newspaper and job office. Western N. Y. No opposition. Rare chance. Only those with cash, meaning business, address "L.," care Ende, 548 William St., Buffalo, N. Y.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue free. Write for information. **CHICAGO PHOTO ENG. CO.**, Chicago.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-five words and send it, with three dollars, to the office of *PRINTERS' INK*. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

FOR SALE—Hoe & Co. double cylinder, 38x55, with Dexter folders; Hoe & Co. D. C. 35x45 5 1/2; Hoe & Co. D. C. 31x47; Taylor D. C. 40x 5 1/2; Taylor three revol. 33x46 1/2; Hoe & Co. three revol. 33x45 1/2; Cottrell & Babcock two revol., 4 roll, 42x50; Cottrell & Babcock drum, 4 roll, 36x35; Bullock web, 7 col., 8 page. These presses are repaired and must be sold to make room. **WALTER SCOTT & CO.**, Plainfield, N. J.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

V _____
VIC _____
GRIT _____
VICK'S _____
VAN BIBBER'S. _____
VICK'S Magazine. _____
200,000 Vick's. _____
VICK'S, \$1.25 per line. _____
SPOKANE SPOKESMAN. _____

VICK'S 300,000 is Guaranteed.

VICK'S, 3 mos. or 300 lines, \$1.18.

VICK'S, 6 months or 400 lines, \$1.12.

VICK'S, 9 months or 600 lines, \$1.06.

VICK'S, one year or 1000 lines, \$1.00.

LEVEY'S INKS are the best. New York.

WHO IS MISTCHAYACK? He writes advs.

POPULAR EDUCATOR, Boston, for Teachers.

VICK'S 300,000. Endorsed by Rowell because it's so.

VICK'S 300,000. Endorsed by Morse because it's a fact.

VICK'S 300,000. Endorsed by Thompson because it's proved.

BOSTON HOTEL GUIDE is invaluable to hotel supply firms. Try it.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

VICK'S Mag. H. P. Hubbard, Manager. 38 Times Building, New York.

VICK'S Magazine, 300,000, takes no doubtful advs. Hence, good company.

DEWEY'S CANADA LIST (Co-operative). D. R. DEWEY, Hamilton, Canada.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

THE NEW HAVEN NEWS IS DISTINCTIVELY the Family Paper of New Haven.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

BIBLE AND CURRENCY—50c. a year. CHRISTIAN PATRIOT, Morristown, Tenn.

VICK'S, 300,000. Endorsed by Rowell, Morse, Thompson and all agents. Can't help it.

"PUT IT IN THE POST," South Bend, Ind. Only morning paper in Northwest Ind.

VICK'S, 50 cts. per year, hence popularity. Advertisers guaranteed 300,000 or no pay!

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

\$1 Buys 1 inch, 4 times. Youngstown (O.) Weekly and Sunday NEWS. 25,000 readers.

OHIO STATE JOURNAL. Daily 12,570, Weekly 22,450, Sunday 16,356. Covers Central Ohio.

STENOGRAPHERS furnished without charge for my services. W. G. CHAFFEE, Oswego, N.Y.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

IT IS BIGGER — THE TERRE HAUTE EXPRESS — than any paper in Indiana outside Indianapolis.

31,500 Working agents. Do you wish to reach them? "ADVERTISER," Florence, Mass.

THE EVENING SCIMITAR, Memphis, Tenn. has just adopted the THORNE TYPE SETTING MACHINE.

IF YOU WISH to advertise anything anywhere at any time write to GEO. P. ROWELL & CO., No. 19 Spruce St., New York.

\$1.50 FOR 5 LINES 25 days. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n. 6,500.

WAUKESHA CO. DIRECTORY for 1892. 10,000 living names and P. O. address. Sent on receipt of \$2. H. H. RUST, Waukesha, Wis.

UNCLE S! says place your ad. in the MOUNTAIN (Gorham, N. H.) and it will pay. 1,500 circ'n; only paper in large railroad town.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

COMPOSITION, BINDING, PRINTING & MAILING. Low estimates furnished by a responsible New York publishing house. Address W. H. HEINES, Printers' Ink Office, New York.

ADVERTISERS wishing to reach offices and banks should use THE ACCOUNTANT. Rates and sample copy of the paper on application. Address THE ACCOUNTANT CO., Des Moines, Iowa.

SUBSCRIBE FOR THE ACCOUNTANT. A monthly journal for bookkeepers and business men. Fifty cents a year with premium. Sample copy five cents. Address THE ACCOUNTANT CO., Des Moines, Iowa.

THE Seventh Annual Edition Co-operative Chart, now ready, gives statements of all co-operative insurance associations. Mailed for 25 cents. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

THE GALAXY OF MUSIC, Boston, Mass.—"Received about 300 answers to small ad. in GALAXY. Consider the money I paid you well invested." S. C. Rosenthal, Music, etc., Birmingham, N. Y. Sample and rates free.

ADVERTISERS desiring to place the merits of their wares before 100,000 monied and intelligent buyers can do so by using the columns of the New York WEEKLY WITNESS for March 9th or 30th. Circulation, 100,000 guaranteed.

THE GREAT MEDIUM for the South and West. BELFORD'S MAGAZINE, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

COVER THE EARTH. TEXAS represents a good slice of it, and the only way to cover it is by using the Galveston NEWS and the Dallas NEWS. Publication offices 315 miles apart. Address A. H. BELO & CO., Publishers, Galveston or Dallas, Tex. Sample copies on application to either office.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 19 Spruce St., New York.

DENVER, Colorado.—Geo. P. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best; most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

ADVERTISING BY STATES: An eight-page leaflet conveys concise information about the area and population; indicates the newspapers most valuable for an advertiser's use in each separate State and Territory; together with a map of the United States; sent postpaid for five two-cent stamps. Address ROWELL'S ADVERTISING BUREAU, New York.

AMERICAN NEWSPAPERS printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 19 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

Every edition exceeds fifty-five thousand copies.

NEW YORK, MARCH 2, 1892.

A COMMUNICATION sent out by J. M. Page, corresponding secretary of the National Editorial Association of the United States, is thought by many friends to be inimical to the interests of PRINTERS' INK, but PRINTERS' INK does not so regard it.

So far as PRINTERS' INK is concerned, any of the Congressional bills recommended by Mr. Page are well enough. All that PRINTERS' INK wants is a law *that can be understood and that will be applied to everybody.*

A BILL has been introduced into Congress by Mr. Henderson of Iowa designed to prevent the publication of a certain class of advertisements. It has been read twice, referred to the Committee on Post-Offices and Post-Roads and ordered to be printed. The text is as follows:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section thirty-eight hundred and ninety-three of the Revised Statutes of the United States be, and the same is hereby, amended so as to read as follows:

"SEC. 3893. Every obscene, lewd, filthy, indecent, or lascivious book, pamphlet, picture, paper, letter, writing, print, or other publication of an indecent or filthy character, or devoted to the publication or principally made up of criminal news, police reports, or accounts of criminal deeds, or pictures and stories of immoral deeds, lust or crime, and every article or thing designed or intended for the prevention of conception or procuring of abortion, and every article or thing intended or adapted for any indecent or immoral use, and every written or printed card, letter, circular, book, pamphlet, advertisement, or notice of any kind giving information, directly or indirectly, where or how, or of whom, or by what means any of the hereinbefore-mentioned

matters, articles, or things may be obtained or made, or advertisements contained in any newspaper, pamphlet or circular giving information where or by whom abortion may be performed, or where pills, medicines, nostrums or advice for the prevention of conception or for abortion may be obtained, or advertisements of medicines, drugs, nostrums or apparatus for the cure of private or venereal diseases, whether sealed as first-class matter, or not, are hereby declared to be non-mailable matter and shall not be conveyed in the mails nor delivered from any post-office nor by any letter carrier, and any person who shall knowingly deposit, or cause to be deposited, for mailing or delivery, anything declared by this section to be non-mailable matter, and any person who shall knowingly take the same, or cause the same to be taken, from the mails for the purpose of circulating or disposing of, or aiding in, the circulation or disposition of the same, shall, for each and every offense, be fined upon conviction thereof not more than five thousand dollars, or imprisoned at hard labor not more than five years, or both, at the discretion of the court; and all offenses committed under the section of which this is amendatory, prior to the approval of this act, may be prosecuted and punished under the same in the same manner and with the same effect as if this act had not been passed; and the Postmaster-General shall have full authority to declare what matter is non-mailable under this act, so far as the transportation in the mails is concerned: Provided, That nothing in this act shall authorize any person to open any letter or sealed matter of the first-class not addressed to himself: And provided further, That upon the continued mailing of newspapers or periodicals containing advertisements or other articles or items forbidden by this act to be transmitted in the mails, the Postmaster-General is hereby authorized to declare said publication, including future issues thereof, non-mailable."

The bill is creating a good deal of opposition among publishers as well as patent medicine advertisers, and circulars attacking it are being sent out generally. It is stated that the enforcement of such a law would deprive some of the large daily papers of a revenue of not less than \$100,000 a year.

THE American Newspaper Publishers' Association held its annual meeting at the Holland House, New York, February 17 and 18. Among other things discussed was the custom of the Post-Office Department of making arbitrary rulings against publishers under the second-class postage laws. The case of PRINTERS' INK was brought up, and it was decided to appoint a committee to wait on the Postmaster-General for the purpose of having more satisfactory laws framed. The committee is made up of the following gentlemen: J. H. Seymour, New York *Evening Post*; T. J. Keenan, Jr., Pittsburg *Press*, and Frank B. Noyes, Washington *Star*.

INTENDED TO KILL COUNTRY PAPERS.

One of the bills recommended by the National Editorial Association of the United States, in a circular issued by its secretary, under date of February 15th, 1892, contains the following clause:

"The right to mail sample copies, except at the rate of one cent for every four ounces or fraction thereof, payable as aforesaid, shall be absolutely denied to any newspaper or periodical the publisher of which is directly or indirectly advertised in such publication."

This clause means a great deal, and it is probable that it will not be adopted before a discussion has been had of its full significance. If it becomes a law, the country editor will have to cease announcing his willingness to do job printing, and the editor of the *Poultry Journal* will have to sell his hen.

NO MORE GUARANTEED CIRCULATIONS.

One of the Congressional bills recommended by the National Editorial Association of the United States contains the following clause:

The right to mail sample copies, except at the rate of one cent for every four ounces or fraction thereof, shall be absolutely denied to any newspaper or periodical the publisher of which guarantees to advertisers or others a specific circulation thereof in excess of the number actually subscribed for or sold.

HERE is a scheme, says the *Boot and Shoe Recorder*, which might be classed as a curiosity of advertising:

SLIPPERS
for ladies should never be used
FOR
SPANKING
PURPOSES.

Careful mothers, with unruly children, will be presented a fine, well-made rattan carpet beater with every pair of shoes. The wearing quality of our slippers will not then be endangered by using them for correcting and chastising purposes.

Bring the boy with you, and we will show you how to use the carpet-beater.

POSTAGE ON IMITATION OF TYPE-WRITING.

From the New York Tribune.

Postmaster Van Cott has been informed by the Post-Office Department that circulars, etc., the reading matter in which is reproduced by mechanical process in such close imitation of typewriting that it cannot be readily distinguished therefrom, may not be sent by mail at "printed-matter" rates, but must be prepaid as letters.

NO POLITICS IN IT.

The PRINTERS' INK controversy with the Post-Office Department has evoked no more earnest protest than that which appeared in the Plainfield, N. J., *Evening News* of February 17. It was from the pen of Mr. T. W. Morrison himself.

Mr. Morrison has been an editor off and on for twenty years, and we presume ought to know at least the difference between a newspaper and a mere advertising circular, which the Post-Office Department now describes PRINTERS' INK to be. He was this year re-elected unanimously for a third time President of the State Publishers' Union, which has a membership of 120 leading publishers of New Jersey.

He is one of the staunchest friends of the administration. Probably no man worked harder for the election of President Harrison. It was he who made the address before the convention of Republican clubs at Asbury Park, which was thought good enough by the State Committee to publish 5,000 copies of to circulate among the clubs of the State as a campaign document. He was the one selected to debate on the Republican side against all comers in what was known as the "Five County Debate on the Tariff," held at Somerville, the county seat of Somerset County, during the campaign, and was made the chairman of the second of two meetings held, Judge Bartine (Democrat) presiding at the first. He happened to be the only Republican editor of a daily whom the State Committee had stumped the State, while he also conducted a vigorous campaign through his paper, and "when the war was over" headed a big delegation from his town for Washington to give the "old man," as he puts it, a good send-off. He was also the first man in the United States to shake hands with President Harrison and wish him God-speed, as he started from the Arlington to be inaugurated, and is one of the delegates to the next National Republican Convention, which he says is to renominate President Harrison as the next President, considering "that he has earned re-election as a good and faithful servant of the people"; so that it will be seen that it can be justly said that Mr. Morrison writes as a staunch friend of the administration in this matter relating to PRINTERS' INK.

IMPORTANT CITIES OF THE UNITED STATES.

Upon the following map the dots are intended to represent all cities in the United States having a population, according to the last census, of 20,000 and over; but the allotted space is too small to indicate with precision the exact location of each city, since to do this would in some cases obliterate the State entirely.

capital of the State and third in population, being exceeded by Birmingham, a manufacturing town which in 1880 had a population of 3,000 only, but now numbers over 26,000—the State capital the smallest of the three cities.

Arkansas has but one, Little Rock, the State capital, on the Arkansas River, 300 miles above its mouth. It was settled in 1820, and in 1850 had a population of 3,500—now increased to more than 25,000. It has communica-



All told, there are 165 such cities, with an aggregate population of about fifteen millions, so that nearly one-fourth of our inhabitants live in 165 of the cities. About 10,000,000 reside in the 28 cities having more than 100,000 population, and about 5,000,000 in the four cities having more than 1,000,000 each.

The Northeastern States naturally contain the largest proportion of these 165 cities. Massachusetts leads with 21; New York comes next with 19, and then Pennsylvania with 15; but they have increased rapidly in the West and Northwest since 1880, and have become centers of great importance, as will be seen by the following more extended description:

Alabama has three; of which Mobile, upon a river of the same name, near where it empties into the bay, is the chief commercial mart and the largest. It is one of the important ports of the Gulf of Mexico, and the natural outlet for Southern Alabama and Southeastern Mississippi. Montgomery, on the Alabama River, is the

tion by river with principal towns on the Arkansas and Mississippi.

California has four. San Francisco is by far the largest and most important, and is one of the chief commercial centers of the world. Its growth is something phenomenal, while its newspapers may be said to cover the entire Pacific coast. It was originally named Yerba Buena (good herb), and when in 1846 the American flag was first raised in the Plaza, it numbered not more than 150 inhabitants. The first brick house was built in 1848. It has now a population of nearly 300,000, and as fine buildings as can be found in any Eastern city. Its situation is on a narrow point of land, between a bay of the same name and the Pacific Ocean.

Colorado has two, and the growth of Denver has been nearly as rapid and remarkable as that of San Francisco. In 1880 it had a population of 3,500, while now it has considerably more than 100,000. Its newspapers have a wide and general circulation, and are as good as those of any Western city.

Connecticut has five, of which New Haven, near Long Island Sound, is the largest, although Hartford is the State capital. The total population of the five is about 250,000—about one-third of the entire State.

Delaware has but one (Wilmington), which contains something more than one-third of the inhabitants of the State.

District of Columbia amounts to but little in population or importance outside of Washington, situated on the north bank of the Potomac River, 160 miles from its mouth, and distant from New York 226 miles.

Georgia has four, of which Atlanta, the State capital, is the largest, but Savannah is an important shipping point, and the third largest cotton market in the country.

Illinois has seven. Together they hold a population of more than 1,250,000, of which more than the million are in Chicago, the commercial metropolis, and the largest city on the great lakes. This city is now next to New York in point of population—the rate of increase between 1880 and 1890 being nearly 120 per cent. Chicago newspapers are found generally in the West, Northwest and some parts of the South.

Indiana has six of which the most important is Indianapolis, which has papers, both daily and weekly, of pretty fair State circulation. It is situated on the west fork of the White River, near the geographical center of the State.

Iowa has six also, the largest being Des Moines, the State capital, where is found one weekly that goes well over the entire State.

Kansas has three, Topeka, the State capital, being the principal one, although Kansas City, opposite the city of same name in Missouri, has a larger population.

Kentucky has four, by far the most important of which, and the commercial emporium of the State, is Louisville, with a population of over 160,000. It is on the Ohio River, 130 miles from Cincinnati.

Louisiana has one—New Orleans—but it contains nearly 250,000 inhabitants and papers of considerable importance, even outside the city and State. It is the commercial center of the great central valley of the United States, on the east bank of the Mississippi, about 100 miles from the ocean.

Maine has two, with good papers in each, and there is one weekly in each city that goes well over the State. Portland is the commercial center. It is a port of entry on Casco Bay, and has one of the best harbors in the country.

Maryland has but one, Baltimore, with a population of nearly half a million, and some first-class papers, both daily and weekly. It is on an arm of the Patapsco River, fourteen miles from Chesapeake Bay and thirty-eight miles northeast from Washington.

Massachusetts has 21—a greater number than any other State. They are mostly manufacturing cities—all within a few hours of Boston, and hold a total population of about 1,250,000, or more than one-half of the inhabitants of the entire State. Boston papers go pretty well over New England. This city, on Massachusetts Bay, is the capital of the State, and the largest and most important commercial center in New England. It ranks sixth in point of population among all others. The first settlement was made in 1630 by a portion of the company which came over with John Winthrop, although the peninsula was known to the Pilgrims in 1621.

Michigan has six. Detroit leads with a population of over 200,000, and the six together have nearly 400,000. Detroit newspapers are found in all parts of the State. The city is on the Detroit River about five miles from Lake St. Clair. The first permanent settlement was made here in 1701.

Minnesota has three, of which it appears now to be settled that Minneapolis is the largest, although St. Paul is headquarters for the State government. The two cities are but a few miles apart, and the question of consolidation has been recently agitated.

Missouri has four, leading with St. Louis, a most important city with excellent papers circulating throughout the Southwestern States. It is on the Mississippi, 20 miles below the entrance of the Missouri, and is the commercial metropolis of the central Mississippi valley. Kansas City, which in 1880 had 55,000 population, in 1890 had over 130,000, an increase of some 140 per cent, or greater than that of Chicago.

Nebraska has two, and Omaha is one of the most important cities in the West, growing rapidly, and with good newspapers to help it along. It had a population of 30,000 in 1880, and

140,000 in 1890, an increase of 360 per cent.

New Hampshire has one—Manchester, an important and manufacturing city, with papers that circulate over the whole State. It is on the Merrimac River, 59 miles northwest from Boston.

New Jersey has seven, with a combined population of over 600,000. Newark is the largest, but Jersey City is the important shipping point. Many business men in New York have homes in these cities.

New York has 19, with a combined population of nearly 3,500,000—over one-half of the entire population of the State. New York city newspapers make their way into every State in the Union. Its daily papers are delivered in Philadelphia before breakfast, and at Baltimore and Washington at an early hour in the morning. It has the largest population of any city, and is the great shipping, commercial, financial and business center of North America. Brooklyn, across the river, has a population of more than 800,000, Buffalo, on Lake Erie, over 250,000, and Rochester over 130,000. Albany, the State capital, has about 100,000.

North Carolina has one—Wilmington—with a population just large enough to place it on our list. It is a port of entry on the Cape Fear River, and also a railroad center.

Ohio has 10, of which Cincinnati is the most important; but Cleveland is nearly up to it in population, and fully so in enterprise. Cincinnati, however, is the most populous city in the Ohio valley, upon the banks of which river it is situated. It is a large shipping point.

Oregon has one—Portland—with a population of about 50,000, rapidly increasing, and it is a most important commercial center in a most prosperous section of the country.

Pennsylvania has 15, with a combined population of nearly 2,000,000. Philadelphia follows after New York and Chicago in the number of its inhabitants, and Pittsburgh has about a quarter of a million, while Allegheny has over 100,000. Philadelphia has the Delaware on the east and the Schuylkill on the west, and is thus nearly surrounded with tidal water.

Rhode Island has three, although it has the smallest area of any State in the Union. The three together contain over 180,000 inhabitants, more than one-half the whole number in the

State, and over 130,000 of them are in Providence. This city is the principal port of entry in the State, situated at the head of navigation on an arm of Narragansett Bay, 35 miles from the ocean. The first paper was established here in 1762.

South Carolina has one—Charleston. It is an important shipping point and commercial center, and one of the largest markets for cotton and rice. It stands at the confluence of the Ashley and Cooper rivers, which unite and form a spacious bay and harbor for shipping.

Tennessee has four, of which Nashville, on the Cumberland River, is the State capital and a port of entry. It is the largest, but the others for special reasons are all important centers.

Texas has five; San Antonio is the largest, and each of the five claims to be the most important. They are all wide-awake cities, however. Galveston has the best harbor in the State, and most of the foreign trade in the State is transacted here. It is the second largest cotton market in the country, and has a large coast trade.

Utah has one—Salt Lake City—with a Mormon and Gentile population combined of about 45,000.

Virginia has three, of which Richmond, on the James River, and the State capital, is the most important. It has a population of over 80,000.

Washington has three also, and Seattle appears to lead in importance. In 1850 it had a population of 200; in 1880, 3,000, and in 1890, over 40,000.

West Virginia has one—Wheeling—with a population of about 35,000, on the east bank of the Ohio River.

Wisconsin has four, and Milwaukee is, of course, the most important, with its more than 200,000 inhabitants. It has good newspapers that go well over the State. It is on the west shore of Lake Michigan, and is one of the greatest shipping points on the great lakes.

Arizona, Florida, Idaho, Indian Territory, Mississippi, Montana, Nevada, New Mexico, North Dakota, Oklahoma and South Dakota, Vermont and Wyoming contain no cities having as much as 20,000 population.

PRINTERS' INK has just issued a list of all the cities and towns having over 20,000 population. For each place the best daily papers are recommended. This list will be sent to any address for five two-cent stamps.

RED TAPE IN THE POST-OFFICE DEPARTMENT.

From the Toledo Blade.

Thousands of wide-awake local merchants have obtained new ideas from its bright pages, and thereby increased the attractiveness, and consequently the effectiveness, of their advertising.

But this useful little periodical has become entangled in the red tape of the Post-Office Department. Last December its publishers announced that, for every yearly advertisement in its pages, they would send a paid-up subscription to PRINTERS' INK for one-half the same amount. An advertiser who, for example, ordered an advertisement in its pages amounting to \$1,000, might present 500 friends each with a year's paid-up subscription to the periodical. This the Post-Office Department rules to be illegal, and therefore orders that PRINTERS' INK shall no longer be admitted to the mails at second-class rates.

It is, we must confess, difficult to understand why PRINTERS' INK is excluded. In the absence of any specific provision of the law, is it not an arbitrary use of power for the Post-Office authorities to make a rule for themselves?

Another point in this matter is the absolute injustice of depriving a publication of the use of second-class rates without previous notice. We can see no reason for star-chamber procedure in such a case.

THE POST-OFFICE MAKES A SORRY SPECTACLE OF ITSELF.

Some difficulty has arisen between the Post-Office Department and the publishers of PRINTERS' INK which seems to have been entirely uncalled for. In fact, there are very few newspaper publishers who do not feel that a little more liberal treatment of second-class matter by the postal officials would be beneficial alike to the Government, the publishers and the public. In the way of transportation there is no reason why second-class matter should not, as a rule, be given the same facilities as letters, as there is an entirely unnecessary delay in the delivery of newspapers and periodicals, not only to points outside of the city of publication, but in the city of publication itself. PRINTERS' INK has been cut off from the advantages of second-

class matter on the ground that it is purely an advertising medium. If this had been done in the early stages of its existence, as we believe was the case, there may have been some justification for the action of the postal officials. As PRINTERS' INK is conducted at the present time, however, and as it has been for some time past, it is certainly entitled to be listed as second-class matter as much as any periodical published. It is, of course, a journal devoted primarily to advertising; in fact, it treats from beginning to end of little else than advertising, but it is looked forward to by those interested in advertising with more interest than any other trade paper which is the class to which it emphatically belongs, and the Post-Office makes a sorry spectacle of itself when it attempts to interfere with the legitimate conduct of its business.—*American Hebrew, N. Y., Feb. 5.*

POWER TO CRUSH AT WILL.

PRINTERS' INK, a publication full of interest to every newspaper publisher and advertiser, has been excluded from the benefit of second-class postage, because the sanctified head of the Post-Office Department has conceived an idea that the subscription list of the publication is not bona-fide. An advertiser placing \$1,300 worth of advertising in PRINTERS' INK is allowed 650 paid-up subscriptions, which is in the nature of a premium for the business he brings the paper. Should the courts sustain the Postmaster-General, it will place in his hands the power to crush a publication at will, and the freedom of the press will become a myth.—*Journal, Montgomery, Ala., Feb. 1, 1892.*

A QUESTION OF POSTAGE.

From the Wilkesbarre Record.

Among all the journals affecting the publishers of newspapers not one is more sought after than is PRINTERS' INK, published by George P. Rowell & Co., New York. Just now that firm is being put to a great deal of trouble by an unreasonable ruling of the Post-Office Department. The trouble is that the postal laws are unsatisfactory and contradictory and need a general overhauling. At the same time the ruling of the Department is unreasonable and founded on mistaken premises.

SIGNS IN DIFFERENT LANGUAGES.

From the Chicago Herald.

In Holland are to be found many quaint and droll signs. The name of some religious character is generally associated with the sign, even though it make a heterogeneous mixture. A dentist's sign reads as follows:

"Men vischte Moses uit de Biezen
Hier trekt men tanden en kiezen."
[Moses was picked up among the rushes
Teeth and grinders drawn here.]

A shoe dealer has the following under a picture of his patron saint:

"Dit is Sint Crispyn, maar ik hiet Stoffel,
Ik maak een laars, schoen en pantoffel."
[This is St. Crispin, but my name is Kit.
I make boots, shoes and slippers.]

A sign may have two purposes—one to draw trade, the other to enforce upon the public mind that things bought must be paid for. For this latter purpose tavern-keepers have adopted many methods. One place has this ungrammatical couplet:

"A bird in hand far better 'tis
Than two that in the bushes be."

Another has a picture of a dead dog and the inscription: "Here lies poor Trust, killed by Bad Pay." Another has a watch face without pointers and in large letters, "No Tick." Here is a couplet that offers hope for the future that never comes:

"Drink and drown your sorrow,
Pay me now and I'll trust to-morrow."

The English are not the only ones who find it necessary to enforce the idea of ready payments. In Italy under a painted cock are the lines:

"Quando questo gallo cantara allora credenza si fara.

[When this cock shall crow credit will be given.]

In a number of French inns you may read: "Credit est mort; les mauvais payeurs l'ont tue." [Credit is dead; he has been killed by bad payers.] In Holland we find: "Van daag voor geld, morg en voor niet." [To-day for gold, to-morrow for nothing.] But the warnings to bad payers go back further still. Above the door of the house of a surgeon in Pompeii is the legend: "Eme et habebis." Among the Chinese merchants a common motto is: "Former customers have inspired us with caution; no credit given here." When the whole world was demanding ready payments one innkeeper in Durham, probably for the sake of being contrary, hung up as his sign a bird in bush.

A GRATEFUL RESPONSE.

From the Paper World.

An employer recently advertised in a London paper for a clerk understanding short hand and the Remington typewriter and having a knowledge of French and German. For these qualifications he offered the salary of £60 per annum. He received the following application: "I am forty-five years of age, and was educated at Oxford University, where I matriculated in 1869, being Senior Wrangler in 1871. I write short-hand at the rate of 400 words a minute, and can operate two typewriters at once. Should this latter accomplishment be of use in your office, I would be pleased to supply the machines. I speak all the European languages fluently, am an expert accountant and would be prepared to work eighteen hours a day. The salary you mention is more than I have been receiving and I would accept less, as living on

nuts and water, my expenses are moderate. I am a member of four burial clubs, so that in the event of my decease while in your employ you will feel under no moral obligation to subscribe to the cost of my funeral. I may further add that I am the holder of the London Merchants' Gold Medal for an essay on 'Overpaid Clerks; or Why Encourage Luxury?' I have various other accomplishments which I would be happy to detail at an interview."

PRINTERS' INK is regarded by us as the authority on advertising."—*National School of Elocution and Oratory, Philadelphia, Pa.*

PEORIA HERALD. Best family paper in Illinois outside Chicago. 6,000 daily.

\$5 Photo-Enamel Portraits on Gold Watch-Caps and Dials. ROCKWOOD, 1440 Broadway, N. Y.

COOD AGENTS secured among students by using THE COLLEGE-MAN, New Haven, Ct.

AD DRESSES to let direct from letters. GOOD! J. H. GOODWIN, 1215 Broadway, N. Y.

AGENTS' NAMES. New Ones, 1000 for 50c. Western Mail Agency, St. Louis, Mo.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS 40-page Book FREE. W. T. FITZGERALD, Washington, D. C.

NOVELTIES. for Publishers and Nov. Dealers. P. O. Box 5046, Boston.

PASTING AND } Correctly done. C. H. **DISTRIBUTING** } ADAMS, Allegan, Mich.

NEWSPAPERS get premiums from Empire Co., 28 Reade St., N. Y.

GIBB BROS. & MORAN PRINTERS 45-51 Rose St., N. Y.

BOSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 608 Wash'gton St.

35.000 Post-Offices addressed for the names of Agents for my use. **DO YOU WANT THEM?** S. BMEAD, Vineland, N. J.

WOOD ENGRAVING PETRI & PELS SEND FOR CATALOGUE NEW YORK.

GOLDTHWAITE'S GEOGRAPHICAL MAGAZINE. CIRCULATION UNIVERSAL.

San Francisco Bulletin largest evening circulation in California. High character, pure tone, family newspaper.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

You know a good thing when you see it. Send 2c. stamp for chromo "Village School" Spencerian Pen Co., 810 B'way, N. Y.

THE EVENING JOURNAL, JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.

SEND \$2.00 AND GET 24 MOUNTED CABINET PHOTOGRAPHS OF CHICAGO BUILDINGS, PARKS, Etc. J. W. TAYLOR, 151 Monroe St., Chicago.

JOHN S. GREY, Idea Factor. Advertisement Writer, 103 POTTER BUILDING, N. Y. CITY.

London Graphic in America. 53 Tribune B'ldg, N. Y. Agree convenience to advertisers. Files kept. Hand-book on request.

PUBLIC OPINION

Always pays Advertisers.
Washington.
New York.

\$1.35 WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed. **BELLMAN BROS., Toledo, O.** Samples, 4c.

I Write and Draw for Pearlina and Dr. Pierce's medicines. **F. CROSBY**, Specialist in the Preparation of Advertising Matter, 822 Broadway, N. Y.

Arthur's New Home Magazine Illustrated, Philadelphia, guarantees 500,000 circulation for 1893. Best and cheapest advertising in America.

DAYTON (O) TIMES
Largest morning and afternoon circulation. Combined, 14,000. **NEWS**

KEYSTONE LIST.

80 per cent. discount. See advertisement in Printers' Ink of Feb. 17. Send for the list. **B. L. CRANS, 10 Spruce St., N. Y.**

The Youth's Leader,
NEW HAVEN, CONN.
General circulation of over 40,000 copies monthly. Advertising, 30 cents per agate line.

HOW TO MAKE RUBBER STAMPS
Latest Improved Process. Circulars free. **CARTON MFG. CO., 318 Broadway, N. Y.**

San Francisco Call.
Established 1853.
Daily, 56,759—Sunday, 61,861.
The Leading Newspaper of the Pacific Coast, in Circulation, Character and Influence.

MANY PEOPLE write me for advertising ideas—Free. Everyone hasn't ideas that are of practical value in the ad-writing line. Those who have can generally sell them. **E. A. WHEATLEY, Chicago, Ill.**

 **\$22. FIRST-CLASS CURTAIN DESK.** Four and a half feet long. Unlimited variety in stock and to order. **American Desk & Seating Co., 270-272 Wabash Av., CHICAGO, U. S. A.**

BORN
A NEW ADVERTISING IDEA.
FREE WRITE TO-DAY
D.T. MALLETT, NEW HAVEN, CONN.

WIRE RACKS
For holding Papers, Letter Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. **ST. LOUIS WIRE RACK CO., St. Louis Mo.**

Dodd's Advertising Agency, Boston.
265 Washington Street.
Send for Estimate.
RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

HEROLD DES CLAUBENS

Catholic German weekly, published at 300 Convent St., St. Louis, Mo., since 1850, at present the ONLY paper published in the German language which manifests its belief in Printers' Ink by advertising itself. Rates reasonable. Let us hear from you.

See It Grow.

During January 1,031 new subscribers for **SUCCESS WITH FLOWERS** were received and registered. The grand total, February 1, is 25,659 subscribers. **SUCCESS WITH FLOWERS** is a year and five months old. Published by

THE DINGEE & CONRAD CO., WEST GROVE, PA.



Told on the Quiet Who They Are.
Prosperous merchants, lawyers, physicians, clergymen, bankers, manufacturers, etc., are the men who form the boards of education throughout the country. The leading people in every community. These are our readers. **SCHOOL BOARD JOURNAL, 150 Nassau St., N. Y.**

YES! We can place your card, 11x21 inches, in over 5,000 street cars and guarantee the best service. Our offices are located in all principal cities.

CARLETON & KISSAM,
Boston, New York, Chicago, &c.

A Thousand Newspapers

A DAY ARE READ BY
The Press Clipping Bureau,
ROBERT & LINN LUCE,
103 Milk St., Boston, Mass.
WHO FOR ? Business houses, that want earliest news of construction; Supply houses, that want addresses of probable customers; Sixty class and trade papers; Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

WATCHES SACRIFICED.

We will sell the balance of our stock of watches at a reduction of 75 cents each on our last quotation. As we do not handle watches regularly we have not the facilities for disposing of this special lot at fair prices. We therefore make this special offer to close out the stock:

Solid Nickel-Cased Watches, - \$2.75
Solid Silver-Cased Watches, - 4.25

Every watch warranted. Samples sent to responsible parties for examination.

BAIRD CLOCK CO., PLATTSBURG, N. Y.

Free on Application.

We should be pleased to mail to any address a copy of our

HANDBOOK OF Newspaper Advertising, 1892,

just issued, containing conveniently arranged lists of the leading newspapers and magazines, Agricultural, Religious, Daily, Sunday and Weekly and Class publications. We are confident this book will be appreciated by advertisers.



J. L. STACK & CO.,
Pioneer Press Building,
St. Paul, Minn.



RIPANS TABLETS regulate the stomach, liver and bowels, purify the blood, are safe and effectual. The best general family medicine known for Biliousness, Constipation, Dyspepsia, Foul Breath, Headache, Heartburn, Loss of Appetite, Mental Depression, Painful Digestion, Pimples, Sallow Complexion, Tired Feeling, and every symptom or disease resulting from impure blood, or a failure by the stomach, liver or intestines to perform their proper functions. Persons given to over-eating are benefited by taking a TABLET after each meal. Price, by mail, 1 gross, \$2; 1 bottle, 15c. Address THE RIPANS CHEMICAL CO., 10 Spruce St., N. Y.

Agents Wanted; EIGHTY per cent profit.

Cut this advertisement out and show it to your nearest druggist. If he has not the TABLETS in stock write and tell us his name and address and exactly what he said, and we will send you a sample bottle free.



The Agricultural Monthly with the Largest Circulation West of the Alleghenies.

We promised 70,000 per month. We are giving 78,000.

May, 81,460.

June, 88,500.

July, 71,000.

August, 72,800.

Total, eight months, 624,127; average, 78,016.

September, 72,900.

October, 77,000.

November, 81,000.

December, 79,460.

Pick Out What You Want LIST

SENT FOR A TWO CENT STAMP.

An advertiser may insert a one inch advertisement one month in any ten or



more papers and have his advertisement inserted at one half the publisher's schedule price. Address,

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 SPRUCE ST., NEW YORK.

HOME-MAKER MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.



The one paper of Wisconsin, Minnesota and the Dakotas. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee.

NO CUTS, NO SUGGESTIONS

as good as ours for advertisers. Lowest Rates. Best Service. Unsatisfactory Cuts may be exchanged. Write for samples and full particulars.

MERCANTILE ART ADVERTISING CO., Cincinnati, O.

The number of newspaper advertisements that appear in PRINTERS' INK, and the persistence with which they are continued, month after month, and year after year, proves its exceptional value as a medium for canvassing advertising firms.

The magnificent Easter Number of the NEW YORK LEDGER, with a beautiful illuminated cover, will go to press on March 19th. It will be the most attractive number ever issued of the LEDGER. A VERY LARGE EXTRA EDITION WILL BE PRINTED, BUT THE RATES FOR ADVERTISING ARE NOT INCREASED. Orders and copy should be sent at once, in order to secure insertion. Nearly two pages were left out of our Christmas Number for want of space. Address Edward P. Cone, Advertising Manager, William and Spruce Streets, New York City.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

We use our space this week simply to announce that we have left "One, West Twenty-fifth Street," for "One Hundred and Seven, WORLD Building." We have brought our brains with us.

ROBINSON-BAKER *Advertising Bureau,* AD-SMITHS.

"Our Idea Of It" remains the same. It's yours for a stamp.

PRINTING

INKS

EXCHANGED FOR

ADVERTISING

SPACE

For Price List see page 252 of PRINTERS' INK for February 17.

Newspaper Publishers wishing to contract for a regular supply of NEWS INKS

or FINE JOB INKS and pay in advertising space, wholly or in part, are asked to address

W. D. Wilson Printing Ink Co., Ltd., 10 Spruce Street, New York.

PRICE LIST FREE ON APPLICATION.

TO EDUCATE

QUAKER CITY, OHIO,
Feb. 15th, 1892.

GEO. P. ROWELL & Co.,
New York.

GENTLEMEN:

We are thinking of sending PRINTERS' INK to about 30 or 35 of our advertisers for a year. Can we exchange some advertisement for 30 or 25 yearly subscriptions to PRINTERS' INK to be sent by you to addresses furnished by us? If so, what rates per yearly subscriber will you give us?

Yours truly,

J. W. & A. P. HILL.

NEW YORK,
February 15, 1892.
PUBLISHER OF INDEPENDENT,
Quaker City, O.

DEAR SIR:

The subscription price for PRINTERS' INK is \$1 a year. You may order as many copies as you wish, not exceeding 30 or 25, and give us credit for the amount, the same to be paid in advertising sent by us to be inserted at cash rates, less the usual agent's commission.

Very respectfully,

GEO. P. ROWELL & CO.

LOCAL ADVERTISERS.



Don't Remain Under

the fatal and absurd impression that our illustrated ads. won't stir your business up. They will. We can:

Put you in the lead.
Make people talk about you.
Turn the tide of trade.
Give you the inside track.
And boom things generally.
These ads cost but a trifle.
Their results are anything but trifling.
Write for information to

THE PICTORIAL LEAGUE,

Tribune Building, N. Y.

Our firm name is being imitated. Be careful about the address and state your business.

THE AMERICAN FARMER,

Springfield, O., and Cleveland, O.

"SOLID CIRCULATION,"

50,000 Copies
GUARANTEED.

And not this only,
but its circulation is

Growing like corn after
a warm June shower.

The number of new annual (paid in advance) subscriptions received during the week ending February 20, 1892—

1435.

Monday, February 15,	- - -	406
Tuesday, February 16,	- - -	261
Wednesday, February 17,	- - -	192
Thursday, February 18,	- - -	170
Friday, February 19,	- - -	157
Saturday, February 20,	- - -	249

1,435

Advertisers get the benefit of the rapid increase. Address

THE AMERICAN FARMER,
Springfield, O.

Or J. C. BUSH, Times Bldg., N. Y.

We give oats to a strong, vigorous Percheron horse with self-assurance of returning profit. We feed a worthless cur out of sympathy for his hunger, or to be rid of his offensive whine. Agricultural papers are pretty well illustrated by the horse and the dog. The worthless ones make the most noise. We place an "ad." in one on business principles, with confidence in profitable returns. In the other—as we fling bread to the whining dog—out of charity or "to get rid of 'em." It's a matter of business and profit vs. sentiment and peace. The cost is about the same, and we ought to have our choice. But loss from feeding worthless curs is no argument against profitable horse breeding. Neither should failure from advertising in worthless papers be construed into an argument against the value of printers' ink.

The Rural New Yorker represents one class of agricultural journals. Do you ask which class? If you are interested, send for a copy and see.

You can tell by looking at it.

THE RURAL PUBLISHING CO.,

Times Building, New York.

THE TOLEDO BLADE.

Average daily circulation over

14,000.

Saturday edition always over

17,000.

Weekly circulation more than

115,000.

We have no special representative. We have no travelling men. Any responsible Advertising Agency will take your order for the BLADE. Or, a direct contract very quickly arranged by addressing

THE BLADE,

TOLEDO, OHIO.

CHICAGO? Will it pay

FOR SALE.

On one of our best streets, and Printing District, favorably located, a fully equipped JOB PRINTING OFFICE, recently renewed.

Outfit has three Cylinders and six Jobbers, and a large assortment of Type and Material; everything in first-class order. Established annual business, \$50,000. Will sell outfit for \$12,000, cash \$5,000, and the remainder on easy terms. A favorable lease, with power, goes with the office. Owners are not practical men is the only reason for selling out.

We have also for sale a Job Printing Office in a prosperous city of 25,000 population, near Chicago. Office has Cranstons Cylinder and two Peerless Jobbers, and a large assortment of Type and Material. Price, \$3,000, \$1,500 cash, and the remainder in two years' time—semi-annual payments. A great bargain.

Call or address,

MARDER, LUSE & CO.,

Type Founders and Printers' Supply House,

139 & 141 MONROE ST.,

CHICAGO, ILL.

to advertise in religious papers?

It will pay

if you do a legitimate, clean, square-cut business: Because religious papers go directly into people's homes—are read by all the family—are read all through by people who believe in them more than in any other papers they read and are, therefore, more influenced by advertisements seen in them.

Put
Them
On
Your
List

We make it easy and perhaps profitable for you and us to talk over the subject.

Sunday School Times.
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
BALTIMORE.
Baltimore Baptist.
Presbyterian Observer.

Over 260,000 Copies
Religious Press
Association
Phila



THE PHILADELPHIA INQUIRER.

Actual daily sales exceed

72,000 per Week,

AND INCREASING CONSTANTLY.

THIS CIRCULATION IS ABSOLUTELY GUARANTEED.

THE PHILADELPHIA INQUIRER is unquestionably the best advertising medium in Pennsylvania.

"The Inquirer" has 30,000 more circulation than any other Republican Newspaper published in Philadelphia or Pennsylvania.

"The Inquirer" is the Great Republican Newspaper of the Great Republican State of Pennsylvania.

"The Inquirer" is a Family Paper, going into more houses in Philadelphia than does any one other Philadelphia paper.

It is clean in tone. It attracts sensible thinking readers by its high character, and holds them by its enterprise and effectiveness as a bright, modern newspaper.

Its intelligent constituency is worth appealing to.

For advertising rates apply to

R. A. CRAIG, Manager "Foreign" Advertising,

121 Times Building, - - - - NEW YORK.

A SYLLOGISM IS:

A logical statement, divided into compound parts of major premise, minor premise and conclusion.

EXAMPLE:

MAJOR PREMISE—Advertising in the best mediums is profitable.

MINOR PREMISE—**HARPER'S BAZAR** is a "best" medium.

CONCLUSION—Advertising in **HARPER'S BAZAR** is profitable.

A LESSON IN SPELLING.

TEACHER—Johnnie, you will now spell Success.

PUPIL—**A-L-L-E-N-'S L-I-**

TEACHER—Johnnie, I want you to spell the word *Success*; now be careful.

PUPIL—I was trying to spell it when you interrupted me. This is the way my father told me to spell it—**A-L-L-E-N-'S L-I-S-T-S.**

TEACHER—What in the world has Allen's Lists to do with Success?

PUPIL—All I know about it is what my father said. He is in the advertising business, and he said he had rather be left out of all the papers than miss Allen's Lists. He's made some money, too, this winter. Mamma has a new sealskin sacque and a new piano, and father told her Allen's Lists bought them.

TEACHER—Very well, Johnnie; I guess you are right, but I hardly knew what to think when you began spelling. Come to think of it, I have heard something about Allen's Lists being out of sight for advertisers.

How about your Ad. for April? Is it where it will give you good results?

If you haven't tried Allen's Lists, better look into the matter.

C. N. NEWCOMB,
Manufacturer and Patentee of Flying-Shuttle Rag Carpet Looms,
and Dealer in Reeds, Heddles, and all kinds
of Weavers' Supplies,
Office and Factory—321-327 WARREN STREET,
DAVENPORT, Iowa, Feb. 2, 1892.

Allen's Lists, Augusta, Me.:

GENTLEMEN—Enclosed find my check for balance on my 14-line Ad. in January and February.

Your Lists thus early have given me splendid results.

Yours truly,

(Signed)

C. N. NEWCOMB.

Forms close for April issues March 18th, sharp.

E. C. ALLEN & CO., Proprietors of Allen's Lists, Augusta, Me.



WE Solicit a

Trial Advertisement.

The following publications have advertised liberally and regularly in PRINTERS' INK, and that fact is an indication that their proprietors believe them to be good advertising mediums:

TRY THEM ONCE.

	Issued.	Circulation claimed.	Price per line.
Comfort.....	Monthly.	1,000,000*	\$3.00
New York Newspaper Union List.....	260 weeklies.	170,000*	1.25
Union Printing List of New York.....	140 weeklies.	95,000*	.75
New England Newspaper Union.....	145 weeklies.	100,000*	.75
Philadelphia Newspaper Union.....	150 weeklies.	119,000*	.75
Pittsburgh Newspaper Union.....	150 weeklies.	137,000*	.85
Baltimore Newspaper Union.....	150 weeklies.	102,000*	.75
Atlanta Newspaper Union.....	223 weeklies.	119,000*	1.10
Southern Newspaper Union.....	62 weeklies.	38,000*	.50
American Newspaper Union.....	100 weeklies.	82,000*	.50
Golden Days.....	Weekly.	123,000	.75
Saturday Night.....	Weekly.	165,000	1.25
Yankee Blade.....	Weekly.	130,000	.75
Woman's Home Journal.....	Monthly.	50,000	.50
Ladies' World.....	Monthly.	300,000*	1.25
Toledo Blade.....	Weekly.	114,000	.75
Rural New Yorker.....	Weekly.	40,000	.50
The Mayflower.....	Monthly.	300,000*	2.00
Sunday School Times.....	Weekly.	156,758*	1.25
Presbyterian.....	Weekly.	12,500	.15
Lutheran Observer.....	Weekly.	12,000	.14
National Baptist.....	Weekly.	12,000	.14
Christian Standard.....	Weekly.	14,000	.14
Presbyterian Journal.....	Weekly.	9,000	.10
Reformed Church Messenger.....	Weekly.	8,000	.10
Episcopal Recorder.....	Weekly.	3,000	.06
Christian Instructor.....	Weekly.	6,500	.06
Christian Recorder.....	Weekly.	5,000	.06
Lutheran.....	Weekly.	3,000	.06
Baltimore Baptist.....	Weekly.	4,000	.06
Presbyterian Observer.....	Weekly.	4,000	.06
New York Christian Advocate.....	Weekly.	52,000*	.50
London Advertiser.....	Daily.	7,500	.10
London Advertiser.....	Weekly.	22,500	.15
Vick's Magazine.....	Monthly.	300,000*	1.25
Harper's Bazar.....	Weekly.		1.00
Arthur's Home Magazine.....	Monthly.	25,000*	.50
Scribner's Magazine.....	Monthly.	139,000*	1.40
New York Ledger.....	Weekly.	200,000	1.50
Agents' Guide.....	Monthly.	75,000	.50
Chicago Saturday Blade.....	Weekly.	240,000*	1.00
Chicago Ledger.....	Weekly.	110,000*	.50
Chicago World.....	Weekly.	55,000*	.50
Printers' Ink.....	Weekly.	50,000*	.75

* "Circulation Guaranteed and Proved."

Total.

4,579,758

Price for all combined, per line,

\$30.95

An Advertisement
THIS SIZE
INSERTED ONCE
IN ALL THE ABOVE
FOR A \$300 CHECK.

We quote a handsome discount for a liberal advertisement to be inserted ONCE, you to send a check with the order in full settlement.

Address, **Rowell Advertising Company,**
10 Spruce Street, New York.

PHILADELPHIA WEEKLY ITEM

The Great 8 Page Illustrated Home Newspaper,

ONLY	35 Cents	A YEAR
------	-----------------	--------

(Postage Paid), which also includes all the following six books: "What did You Dream?" the best Dream Book out; "Zodi, the Lover's Fortune Teller;" "100 Points on Etiquette;" "The Secret of Beauty," worth \$10 to any lady; "Tell-Tale, a Game of Love;" "Whom Will I Marry?"

ALL SUBSCRIPTIONS MUST BE PAID IN ADVANCE.

Address **WEEKLY ITEM, Philadelphia, Pa.**

17 SPECIMEN COPIES FREE.

SWORN AVERAGE EVERY ISSUE, 1891,	{	DAILY ITEM,	- 181,237
		SUNDAY ITEM,	- 184,490

Sporting Item,

8 PAGES, 5 CENTS A COPY,

Or \$1.00 a Year in Advance, which also includes the Six Books given as a Premium with the WEEKLY ITEM.

THE SPORTING ITEM is a Large 8 Page Weekly Illustrated Sporting Newspaper containing 56 Columns every week of the Latest Sporting News, with Illustrations of the most prominent Prize Fighters, Wrestlers and Athletes. Articles every week by the best sporting writers, such as "Macon McCormack," "Bantam," "Slick," "P. Jay," etc., on Self-Defense, Wrestling, Athletics, Foot-Ball, Cricket, Base Ball, Racing and Trotting, Bicycle, Billiards, Pool, Pedestrianism, Rod, Gun and Kennel, Pigeon Flying, Tennis, Cock Fighting, Hand Ball, Yachting, Canoeing, Racquets, Swimming, Rowing, Bowling, Skating, Polo, Fencing, Lacrosse, Dog Running, etc.

Address **SPORTING ITEM, Philadelphia, Pa.**

17 SPECIMEN COPIES FREE.



**48 Tribune Building,
NEW YORK.**

**509 "The Rookery,"
CHICAGO.**

Miscellanies.

AN APPEAL TO THE MAGAZINE

EDITORS.

Dear Mr. Editors, I pray,
Do let up on our feelin's,
An' with a happier set o' folks
Jist cultivate some dealin's.

The heroes an' the heroines
'At wunst used to delight us,
I 'clar' to gracious, now air naught
But bugaboos to fright us.

Ye drown 'em, freeze 'em, burn 'em up,
Ye separate an' blight 'em,
Till it jist fairly makes me mad
There's nobody to right 'em.

It's come to readin' magazines
Is sort o' sinful folly;
If a body 'scapes the 'sylum, why,
They catch the melancholy.

What have we done that we should thus
Each month be set to weepin'?
Sure, many a bit o' happiness
From life's real page is peepin'.

So, Mister Editors, I say,
Do let up on our feelin's,
An' with a happier set o' folks
Jist cultivate some dealin's.

Anna Pierpont Siviter, in Puck.

He (a poet)—Poets are born, not made.

She—Don't say that; you will discourage matrimony.—*St. Louis Life.*

Rimer (entering the editorial sanctum)—I have written a poem on the grip, sir.
Editor (who is just over a severe attack of the malady)—Well, it deserves it.—*Brooklyn Life.*

He Filled the Bill.—Advertiser: Are you good at figures?

Applicant—I am a plumber by trade, and—
Advertiser—Consider yourself engaged.—
Judge.

She—You say this valentine is \$1 and this \$2. Why, I see very little difference.
Clerk—The \$2 one, miss, has no poetry in it.—*Life.*

"When you have leisure," said a caller to the city editor, "I would like to speak to you."

"All right; come around after I am dead."
—*Cincinnati Post.*

Poet's Wife—The wolf is at the door.

Poet—Bring him in, and I'll read him what I've just written. He won't trouble us any more.—*Kate Field's Washington.*

On a Par.—Foster: I read of a man, recently, who brought suit for damages against a newspaper which printed an article that caused him "mental anguish."

Trotter—You don't say! Was it a tariff editorial, or an original poem?—*Brooklyn Life.*

A Grand Plan.—"How do you make your paper go, anyhow? I never see it anywhere."

"We print pictures of prominent men and they buy it."

"To distribute?"

"Oh, no; to destroy."—*Puck.*

He Knew Human Nature.—Stranger: Here is a little poem which I submitted to a number of my nearest and dearest friends, and they all said it was worth printing.

Editor (who has friends himself)—I am delighted to get it, sir. A thing which a man's bosom friends fail to criticise must be about perfect.—*New York Weekly.*

An Assignment.—"Mr. Collum," said the city editor to one of his reporters, "do you drink?"

"No, sir."

"I wish you would acquire the liquor habit, for I want you to make a personal test of one of the new specifics for drunkenness and write it up in good style."—*Judge.*

Perfectly Willing.—Reporter: The *Daily Catchall* wishes to print your picture in to-morrow's issue. Will you let us have a photograph?

Imported Star—Certainly. Marie, where's that portrait I had taken on my wedding-day?

Marie—I'll get it in a moment, madam. It's in your granddaughter's album.—*New York Weekly.*

The Smallest Man In It.—Manager: Have you finished those play-bills? And put all the names on it?

Printer—Yes, sir. I think so. I have on the names of the actors, the manager, the stage-manager, the gas man. Good heavens! I have left off the name of the dramatist.

Manager—Oh, that doesn't matter. Send them around to the theatre immediately.—*Town Topics.*

The Public Not Considered.—Young Lady (frankly): I know you are very famous, Mr. Greatname; but although I have read a number of your articles I did not like them one bit.

Mr. Greatname (literary lion)—Of course, you didn't like them, my dear young lady. How could you? They were not written to please the public.

Young Lady—Not written to please the public?

Mr. Greatname—No, indeed. They were written to please the magazine editors.—*Puck.*

Tariff Pictures.—Since the McKinley Tariff law went into effect there have been notable reductions in the price of staple jokes of general consumption:

Where the witticism about the slow messenger boy formerly brought 25 cents, it can now be obtained for 15 cents.

The goat and the circus-poster jest once brought 50 cents per jestlet. Now it goes begging at 30 cents per dozen.

Witticisms about the expansiveness of the Chicago girl's foot once fetched as high as 75 cents in the joke market. Now no publisher will pay more than 15 cents.

Mother-in-law jokes, once in great demand at \$1, are now practically unsalable. We quote 3 cents per dozen as the price.

The merry piece of wit about the paterfamilias who sets the dog on his daughter's young man, occasionally brought as high as \$2.50. Now the joke constructor is lucky if he gets 25 cents for it.

Plumber jokes and those about the ice man, once commanded a brisk sale at 50 cents each. Now 25 cents is the maximum price.

These things show the inestimable value of the new tariff law.—*Brooklyn Life.*